

Agency Overview

Idaho Public Television (IdahoPTV) is an agency of the Idaho State Board of Education/State of Idaho and holds in the public trust ten television and related broadcast telecommunication licenses issued and governed by the Federal Communications Commission (FCC). IdahoPTV is a statewide, non-commercial broadcast telecommunication system based in the capital city of Boise with staffed facilities in Moscow and Pocatello.

IdahoPTV's service to the region began in September of 1965 with KUID-TV, Moscow. Over the next 40 years, IdahoPTV expanded its reach to include service to more than 97 percent of Idaho's population and six adjoining states and Canada through an efficient system of 10 analog and digital transmitters and 38 analog television repeaters (translators). In addition, IdahoPTV's signals are rebroadcast under federal guidelines by cable and satellite systems in the region. This service and equipment was made possible through diverse funding partnerships from individual contributions, grants from foundations and companies, and state and federal funding.

IdahoPTV is a full member of the Public Broadcasting Service (PBS) and is the only locally owned and operated network television station in Idaho.

IdahoPTV has the financial support of four affiliated not-for-profit support organizations, operated under federal and FCC guidelines, including the Friends of Idaho Public Television: KAID/KIPT, Inc.; Friends of Idaho Public Television: KISU, Inc.; Friends of Idaho Public Television: KUID/KCDT, Inc.; and the Idaho Public Television Foundation. As directed by FCC guidelines, our constituents are the people of Idaho, as well as those in portions of six surrounding states and Canada. Private donations provide more than 63% of our yearly operating budget, or \$3.8 million from nearly 24,000 individuals, foundations and companies in our rural service areas. State of Idaho support provides approximately 25% of our operating budget and is directed specifically toward the maintenance of the statewide delivery system and administration. The remaining 12% of our operating budget comes in the form of a yearly grant from the Corporation for Public Broadcasting, a private corporation funded by Congress. IdahoPTV's comprehensive audit is conducted by the Legislative Auditor, Legislative Services.

As of August 2005, Idaho Public Television is staffed with 54 full-time employees primarily in the network operations center in Boise, with branch facilities in Moscow and Pocatello.

IdahoPTV has developed a reputation for producing award winning quality television and other electronic media. IdahoPTV provides significant local public service to our viewers and users (see Performance Highlights). Between the fall of 2004 and the summer of 2005, IdahoPTV distributed five locally produced programs nationally through public television's distribution systems including the Public Broadcasting Service (PBS), the National Educational Telecommunications Association (NETA) and American Public Television (APT). In addition, IdahoPTV distributes *FocusWest*, a four hour per day, packaged public affairs program service via Internet2 to public television stations serving Utah, Wyoming and northern Nevada. *FocusWest* aggregates public affairs content produced by IdahoPTV, the before-mentioned stations, and Oregon Public Broadcasting and packages it in an efficient "ready to air" form for broadcast via digital and analog television.

IdahoPTV produces a number of on-going series including *Outdoor Idaho*, *Idaho Reports* (coverage of the Idaho Legislature), *Dialogue* (weekly, live public affairs program), *Dialogue for Kids* (educational science program for grade school students), *Idaho Debates* (primary and statewide election coverage), *Governor's State of the State Address*, *Governor's State of the Budget Address*, *INL Scholastic Tournament*, *Read To Me with the First Lady*, *The State Department of Education Weekly Report*, *Ron's Picks* and *The Buzz on IdahoPTV*. Also produced are other one-time programs including *Idaho: An Aerial Tapestry*, *Idaho Edens*, *West of the Basque*, *Lewis & Clark: Crossing the Centuries*, *Remembering Morley Nelson*, *Hymns of Thanksgiving* and *Picturing Idaho*.

Our community outreach ranges from locally produced events and workshops to children's events such as science and technology workshops, science camps, literacy content and educator workshops.

The staff is led by Peter W. Morrill, General Manager; Ron Pisaneschi, Director of Broadcasting; Phillip Kottraba, Director of Finance; Kim Philipps, Director of Marketing/Development; Rich Van Genderen, Director of Technology; and Sandy Streiff, Director of Communications.

Core Functions/Idaho Code

Idaho Public Television is not referenced in Idaho Code. IdahoPTV was created by Legislative Intent within the budget process in 1982 and exists under the regulations of the Federal Communications Commission and the governance of the State Board of Education.

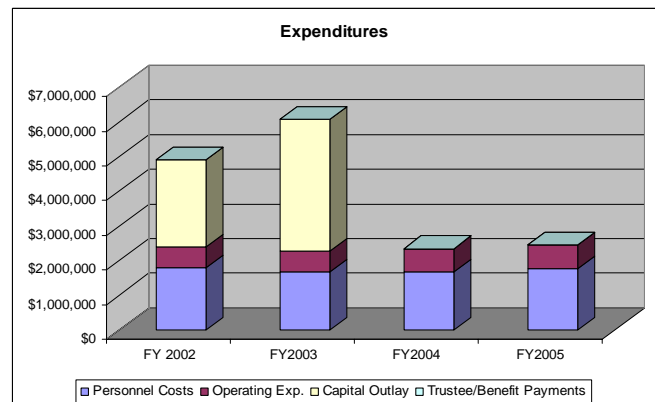
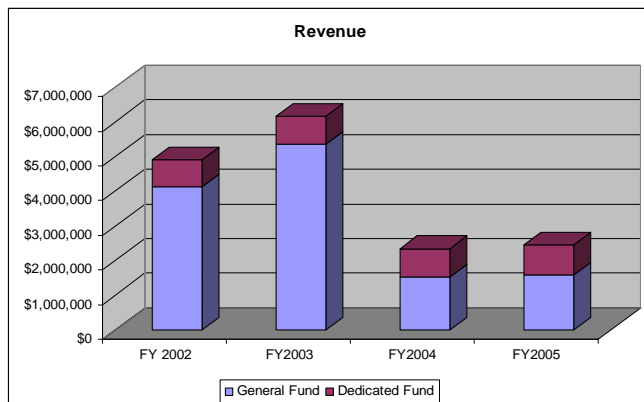
The mission of Idaho Public Television is to meet the needs and reflect the interests of our various audiences. We do this by:

- Providing quality educational and cultural television and related resources;
- Creating Idaho-based programs and resources;
- Establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools;
- Providing learning opportunities and fostering participation and collaboration in educational and civic activities; and
- Attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

Revenue and Expenditures

Revenue	FY 2002	FY 2003	FY 2004	FY 2005
General Fund	\$4,120,400	\$5,362,200	\$1,528,200	\$1,595,000
Dedicated Fund	<u>\$800,400</u>	<u>\$804,600</u>	<u>\$820,200</u>	<u>\$861,800</u>
Total	\$4,920,800	\$6,166,800	\$2,348,400	\$2,456,800
Expenditure	FY 2002*	FY 2003	FY 2004	FY 2005
Personnel Costs	\$1,798,500	\$1,683,500	\$1,665,200	\$1,750,400
Operating Exp.	\$594,800	\$581,100	\$683,200	\$706,400
Capital Outlay	\$2,514,000	\$3,821,800	\$0	\$0
Trustee/Benefit Payments	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Total	\$4,907,300	\$6,086,400	\$2,348,400	\$2,456,800

*Noncognizable in dedicated and federal.



Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2002	FY 2003	FY 2004	FY 2005
Number of national awards	40	30	54	58
Private in-state/out-of-state partnerships	225/59	75/18	79/32	97/23
Public in-state/out-of-state partnerships	98/65	66/18	128/48	132/26
% of closed captioned shows for hearing impaired & visual learners	94%	94.5%	96%	97.1%
Descriptive video service hours for those with impaired vision	1,382	1,465	3,187	11,116
Channel hours for children	5,540	9,984	7,684	12,192
Channel hours for ethnic minorities	2,725	3,810	4,012	3,782
Channel hours for learners	12,766	7,384	10,580	10,580
Visitors to idahoptv.org	215,177	557,997	1,326,233	1,546,488
DTV channel hours	18,780	65,442	135,710	137,240
# of DTV transmitters	1	5	5	5
# of DTV-ready translators	0	0	3	3
# of local cable carriage of hi-def	0	0	10	10
# of satellite systems, analog service	0	0	3	5
% pop. IdahoPTV digital TV coverage	23%	49%	71.3%	71.3%
Channel hours, public affairs	1,586	3,434	4,413	10,197
Channel hours, Idaho specific	298	399	655	675
Channel hours, IdahoPTV produced	85	102	96	193
Viewers per week, children under 12	105,700	69,850	88,150	85,126
Viewers per week, adults 50+	126,500	115,470	128,610	199,470
Viewers per week, total	323,000	285,000	298,000	423,150

Performance Highlights

FY 2005 Highlights (Un-audited):

- Potential January 1, 2009 FCC mandated analog television shut-off.
 - Significant impact on at least 1/3 of Idaho homes that still receive analog television via over-the-air.
 - IdahoPTV has 30 rural translators that need to be upgraded to digital television ready.
 - Cost approximately \$60,000 per site.
 - Currently federal funding opportunities, limited.
- U.S. Department of Education cuts funding for Ready-To-Learn. Ready-To-Learn enables (and funds) IdahoPTV outreach to low-income families teaching parents to incorporate reading into family life.
- FY 2004 Audit conducted by Legislative Auditor, No Findings of Fiscal Facts.
- FY 2005 Audit begins in September 2005.
- IdahoPTV received state funding for FY 2005 totaling \$560,000 for badly needed equipment replacement including studio equipment (Phase 1 of 3 studio replacement) and field engineering vehicles.
- IdahoPTV begins a three year upgrade of 7 translator sites in the KUID/Moscow viewing area to digital TV ready funded by the US Department of Agriculture.

-IdahoPTV rankings among PBS stations nationwide:

(Full Day Average Weekly Cume Viewing)

July 2004 - #1

November 2004 - #1

February 2005 - #9

May 2005 - #2

-Ron Pisaneschi named public television "Programmer of the Year."

-IdahoPTV high definition gained voluntary carriage on cable systems in Coeur d'Alene, Moscow, Lewiston, Treasure Valley, Mountain Home, Wood River Valley, Twin Falls, Pocatello and Idaho Falls.

-IdahoPTV's analog TV service gained federally regulated access on DishTV service in the Spokane/Coeur d'Alene, Boise, Twin Falls and Pocatello/Idaho Falls DMA.

-IdahoPTV's analog TV service gained federally regulated access on DirecTV service in the Spokane/Coeur d'Alene and Boise DMA.

-IdahoPTV local production and new media projects received 58 national and regional awards (54 in FY 2004) including 8 Emmy award nominations and 6 NETA Awards.

-www.idahoptv.org had 11,351,135 hits (5,470,982 hits, FY 04).

For More Information Contact

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